



Business Profile

The company

JSA Regeneration Limited is an independent consultancy business that has been operating successfully in its field for over 20 years. During that time it has earned a reputation for delivering high-quality work, on time and providing good value for money. The company is noted for its innovative approach to problems and challenges.

Our focus

The company has a very varied workload. It involves the provision of advice and consultancy services on many aspects of economic, social and environmental regeneration.

We have particular expertise and a track record in:

Policy and analysis – research and analysis, the development of strategies and policies, new organisational arrangements, project identification and preparation

Learning – the design, development and delivery of learning activities in a range of media; identification and presentation of case studies on aspects of good practice

Business support – design of projects on self-employment, small business start-up and growth, business innovation, social and community enterprise; business planning, productivity and project management skills

Evaluation – of projects and programmes; working to enhance evaluative skills

We have many years of experience working with a wide variety of public, private and voluntary sector agencies at local, national and international levels.

Our approach

Our work generally involves operating in and with partnerships and networks – which may be local, national or transnational. We utilise a mix of creative, practical and presentational skills. The work may involve the delivery of learning programmes or facilitation of team/partnership activities.

Because we are a small business, our method of working often involves putting together – or joining – a team of experts in tackling larger and more challenging projects.

We like to work closely with our clients so that we fully understand their needs and can carefully tailor our inputs. Every client and commission gets an individual response.



Company capabilities

The focus of our work is regeneration, ranging from strategic to project level, including:

- Policy formulation and interpretation in Plain English
- Design and production of frameworks and documents
- Designing new and innovative projects – especially those involving learning and business support activities
- Developing funding packages and applications
- Designing systems for monitoring and appraisal
- Evaluation
- Research and analysis
- Design, development and delivery of learning activities, including qualifications and assessment materials, student and tutor guides
- Project and partnership co-ordination
- Project management

Particular strengths and interests

Areas where we have a particularly strong track record and interest include:

- Making sense of a complex mass of sources and ideas
- Communicating messages in Plain English in a variety of media
- Evaluating the effectiveness, outputs and impacts of projects
- Supporting people to develop their project management and evaluation skills
- Co-ordinating projects involving multiple partners
- Business planning and making the business case
- Effective learning and training activities and materials
- Working with local communities and partnerships to help them develop useful projects
- Identifying and presenting best practice, including case studies



Clients

Our clients have included:

- Awarding Body for the Built Environment
- Area regeneration partnerships in the North East and London
- Business Impact UK Ltd
- Business Links in the East Midlands, London and the North East
- Department for Business, Innovation & Skills
- Department for Education
- Department for International Development
- Engineering Construction Industry Training Board
- English Heritage
- European Commission
- European Partnerships in the East Midlands, North East and Scotland
- Gateshead College
- Government Office for the North East
- Homes & Communities Agency
- JCB Limited
- Local authorities in the North East and South West
- Local strategic partnerships in the North East
- NAC Group plc
- Natural England
- Nissan Motor Manufacturing UK Limited
- North East Efficiency & Improvement Partnership
- North East Productivity Alliance
- Northumberland InfoNet
- One NorthEast
- PATH National Ltd.
- Penguin Books
- Rural Community Councils in the North East
- Sure Start local programmes in the North East
- SES CIC
- The National Trust
- The Royal Town Planning Institute
- The Construction Industry Council
- Training organisations across the UK
- Universities in the North East, South West, Wales and the West Midlands

Track record

Our work covers four main themes:

1. Policy and analysis
2. Learning
3. Business support
4. Evaluation

1. Policy and analysis

Commissions have included community consultations and appraisals, interpreting and responding to UK and EU policy initiatives, and working with formal and informal partnerships of organisations.

Work has involved economic and labour market research and analysis, including key trends in local economies and labour markets. Our research has usually contributed to the discussion of new policies and programmes. Sometimes, the research has provided the information required to make the case for a specific initiative.

Examples of work that we have undertaken include:

- Research into best practice in the support for green jobs and skills in the USA, and organising a study-visit
- Research into the labour and skills needs of the renewable energy sector, with more detailed work on wind turbines and solar photovoltaics
- Research into user-led organisations providing support for disabled people in the North East, their staff training and development needs
- A social enterprise strategy and action plan for County Durham
- Practical support over an extended period for Easington Colliery and Horden Neighbourhood Management Pathfinder, including the development of SMART objectives, delivery plans, monitoring and scoring systems and procedures, and project identification
- Analysis of surveys of parental satisfaction for local Sure Start programmes
- An input to the economic appraisal of the North Pennines and Northumberland Coast AONBs, as an input to their Management Plans
- Community appraisals for all the wards in Easington, providing a basis for allocation of UK and EU funds
- A review of the economic potential of market towns across the North East, and the potential role of local partnerships
- Policy papers on barriers to employment and training, and the problem of social exclusion in disadvantaged areas
- Innovation and technology strategies for the North East, East of Scotland, Strathclyde and Sunderland

- An economic strategy for Wear Valley
- Design and development of an interactive economic profile of Sunderland, including a wide range of information on local economic and labour market trends
- Design and development of an economic and social profile of Easington; a separate profile for Easington Colliery and Village
- Survey and analysis of the skills needed by production staff in the automotive sector, and possible training responses
- A study of the transferability of business improvement techniques from the North East automotive sector into the Region's SMEs
- Area and thematic action plans in support of EU funding allocations
- Conferences, workshops and publications on best practice in the deployment of labour market intelligence
- Research into best practice in the operation of professional institutions – a comparative study for the archaeology profession

2. Learning

Work has involved the analysis of learning needs at both strategic and project level. We have helped design and obtain funding for a wide variety of learning and training activities and facilities, as well as the design and development of specific learning programmes and materials. We have also delivered a variety of learning programmes. These learning activities have employed a wide variety of media, but have made increasing use of online approaches. Over the years, we have also helped many projects and organisations with simplified guides to their strategies and delivery plans, with newsletters and other forms of publicity material.

Examples of work that we have undertaken include:

- Design and development of materials to support delivery of the BTEC Level 2 Certificate in Lean Organisation Management Techniques
- Design and development of materials to support delivery of the NCFE Level 2 Certificate in Sustainable Development
- Development of a set of case studies illustrating effective partnership working in the North East's Local Authorities and Fire & Rescue Services (with ESRA Solutions)
- Drafting news stories, case studies and other text for a leading training, consultancy and outsourcing company's website
- On a national working group of the Construction Industry Council, developing Occupational Standards and new qualifications for people working in Planning, Conservation and Building Control

- Design, development and implementation of learning programmes on sustainable communities, including live and online workshops across England; development of student and tutor guidance
- Design and development of a 'train the trainer' package on sustainable communities
- Work with, and for, the Regional Centres of Excellence in Sustainable Communities on awareness-raising and skills development
- Design and development of courses on lean systems thinking, aimed at staff in local government and the health sector
- Contributing to the development new qualifications for transport planners
- Design and development of guidance manuals to train staff in the effective delivery of work-based training
- Design and authoring of over 75 paper-based and online learning programmes on aspects of personal and company productivity, including the application of business improvement tools and techniques
- Authoring of guides to e-business for SME managers
- Design and development of paper-based and online training in ICT and e-commerce for business intermediaries and SME staff, including partners in Portugal, Greece, Sweden, Finland and Germany
- Design and development of a project preparation manual for use by staff managing environmental programmes in central and eastern Europe – published by the OECD – with practical application in Bulgaria
- Production of guides on making the business case, project management and carrying-out evaluation – and delivery of training, to raise the capacity of local partnerships
- Design and development of training programmes and work-simulation exercises aimed at new recruits to the automotive sector
- Design and development of training programmes on using labour market intelligence
- Design and development of productivity and enterprise learning materials for Key Stage 4 students
- An environmental manual for the managers of small businesses
- Case studies of best practice in sustainable communities and the skills required for their development
- Research into best practice in training to achieve productivity improvements
- Publications and conferences on best practice in vocational training to support economic restructuring, including work in Italy and the USA
- Workshops on best practice in skills development for the automotive sector, including German partners

3. Business support

Work has involved feasibility studies for physical developments, as well as the design and funding of a wide variety of business support projects. We have been particularly concerned with small business start-up and growth, especially where there is an element of innovation. We have also focused on support for enterprise formation in hard-pressed communities and disadvantaged groups.

Examples of work that we have undertaken include:

- Research into best practice in the support provided for social enterprise development, including the mapping of provision in the North East and comparison with other regions
- Research into alternative models for the provision of support for personal assistants and their employers in adult social care
- Concept development and preliminary business planning for a new training centre at the Nissan plant in Sunderland
- Advice on self-assessment systems and procedures for a national training provider, including facilitation of regional staff forums
- Development of case studies on business improvement activities in private businesses (including Nissan, Komatsu, Calsonic and Allied Bakeries) and public organisations (Including hospital trusts, DWP and local authorities)
- A business plan for the development of a residential learning centre in Easington
- A business plan for the development of workshops and marina facilities at North Dock, Seaham
- Research into worklessness and business support mechanisms to provide a context for a bid for LEGL funding
- Business planning and funding bids in support of the development of the North East Business and Innovation Centre
- A business support strategy for a consortium of development agencies in Northamptonshire
- An online database and model of business support services for County Durham, later extended to the whole North East
- A strategy for the possible extension of Business Link services into rural areas of County Durham
- A strategy for SME development and support in Sunderland – including best practice master classes from across Europe
- Feasibility study, business plan and funding bids for a major new business and learning centre at Stratford in east London
- Feasibility study for a clothing industry centre of excellence in east London
- Feasibility study for new managed workspaces in Durham City
- Feasibility study for new conference facilities and workspaces at Beamish in County Durham

- A business support strategy for the North East Region to draw down EU funding
- Feasibility study for a new management and 'telebusiness' centre at the University of Sunderland
- Support for the establishment and implementation of NEPA, including website development and making the case for funding
- An investigation into best practice in local economic development and business support, including work in Scotland, Netherlands and the USA, and focusing on public-private partnerships and innovative business start-ups
- Workshops on best practice in European support for small business innovation

4. Evaluation

Work has involved the design of evaluation strategies, the evaluation of UK and EU projects dealing with aspects of business support, regeneration, social care, learning programmes and qualifications. These evaluations have been formative, summative and process, and have varied in scale from local to transnational.

Examples of work that we have undertaken include:

- Evaluation of the Skills Retention Programme at Tata Steel's (previously Corus) plant on Teesside
- Evaluation of the Essential Steps to Employability project in Sunderland (with Roger Tym & Partners)
- Evaluation of the Emerge project, assisting start up businesses with high growth potential (with Durham University)
- Evaluation of the Solutions for Business scheme (with Durham University)
- Evaluation of the Be Franchising project (with Durham University)
- Evaluation and review of the Sunderland Job Linkage programme (with Roger Tym & Partners)
- Evaluation of Homes & Communities Agency pilot training courses and a train the trainer package
- Evaluation of Enterprising Futures – a project supporting business starts in hard-pressed areas of Sunderland
- Local evaluation of the Horden & Easington Colliery, Teesdale and Shildon & Newton Aycliffe West Sure Start programmes
- Evaluation of the East Durham Regeneration Partnership's SRB programme, focusing on the development of partnership and alternative futures (with Roger Tym & Partners)
- Evaluation of the South Bishop Auckland Regeneration Partnership's SRB programme
- Evaluation of Sunderland SRB projects and programmes (with Roger Tym & Partners)



- Evaluation of the GRASP project on graduate recruitment and retention in the volume manufacturing sector in the North East
- Evaluation of the effectiveness of productivity improvement interventions at JCB's Cheadle and Uttoxeter plants
- Evaluation of a project matching graduates to the needs of SMEs – including identification of best practice and development of case studies
- A review of the North East Business and Innovation Centre and its impact
- Evaluation of the Settlement Renewal Initiative in County Durham (with Roger Tym & Partners)
- Evaluation of a project on distance training for managers of SMEs in County Durham
- Evaluation of Northumberland InfoNet
- Evaluation of the costs and benefits of business networking in Sunderland
- Evaluations of business start-up and business incubator programmes in the North East and London

Contacting us

If you think that you can make use of our skills and experience, or you are interested in any of the projects and products mentioned in this business profile, please contact us:

The directors:

John Stevens BSc, MCD, FRGS, MRTPI

Mave Morris BA, MCD, MRTPI

Post: JSA Regeneration Limited
The Granary
Ovington Hall Court
Ovington
Richmond
North Yorkshire
DL11 7BW
UK

Tel: 01833 627003

Email: john.stevens@j-s-a.co.uk

Web: <http://www.j-s-a.co.uk>

March 2011 edition